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ART UNIT	**PAPER NUMBER**
3692	

SHORTENED STATUTORY PERIOD OF RESPONSE	MAIL DATE	DELIVERY MODE
3 MONTHS	12/19/2006	PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

If NO period for reply is specified above, the maximum statutory period will apply and will expire 6 MONTHS from the mailing date of this communication.

Office Action Summary	Application No.	Applicant(s)	
	09/405,731	DISTEFANO III, THOMAS L.	
	Examiner	Art Unit	
	Clement B. Graham	3692	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☒ Responsive to communication(s) filed on *24 September 2006*.

2a)☐ This action is **FINAL**. 2b)☒ This action is non-final.

3)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4)☒ Claim(s) *1-20* is/are pending in the application.

4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5)☐ Claim(s) _____ is/are allowed.

6)☒ Claim(s) *1-20* is/are rejected.

7)☐ Claim(s) _____ is/are objected to.

8)☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9)☐ The specification is objected to by the Examiner.

10)☐ The drawing(s) filed on _____ is/are: a)☐ accepted or b)☐ objected to by the Examiner.

Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11)☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12)☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

a)☐ All b)☐ Some * c)☐ None of:

1.☐ Certified copies of the priority documents have been received.

2.☐ Certified copies of the priority documents have been received in Application No. _____.

3.☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) ☒ Notice of References Cited (PTO-892)
2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3) ☐ Information Disclosure Statement(s) (PTO/SB/08) Paper No(s)/Mail Date _____.
4) ☐ Interview Summary (PTO-413) Paper No(s)/Mail Date. _____ .
5) ☐ Notice of Informal Patent Application
6) ☐ Other: _____.

DETAILED ACTION

1. Claims 1-20 remained pending.

Claim Rejections - 35 USC § 102

The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the
The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the
basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

2. Claims 1, 11, are rejected under 35 U.S.C. 102(e) as being [anticipated] by Bernardo et al (Hereinafter Bernardo U.S. Patent No.6, 308, 188.

As per claim 1, Bernardo discloses a method for morderating external access to an electronic document authoring, development and distribution system comprising the steps of :

identifying a third party ("i. e, users") requesting access to said electronic document authoring, development and distribution system (note abstract and see column 2 lines 40-65 and column 3 lines 17-42 and column 4 lines 49-67 and column 5-15 lines 1-67 and column 18 lines 3-45)

permitting restricted access to said third party to selected functions of said, electronic document authoring, development and distribution system(see column 2 lines 40-65 and column 3 lines 17-42 and column 4 lines 49-67 and column 5-15 lines 1-67 and column 18 lines 3-45) and, eliminating all access restrictions to said selected functions in said electronic document authoring(see column 2 lines 40-65 and column 3 lines 17-42 and column 4 lines 49-67 and column 5-15 lines 1-67 and column 18 lines 3-45) development and distribution system which were imposed in said permitting step when said third party registers as a registered user of said electronic document authoring, development and distribution system.(Note abstract and see column 2 lines 40-65 and column 3 lines 17-42 and column 4 lines 49-67 and column 5-15 lines 1-67 and column 18 lines 3-45 and column 21 lines 1-48).

As per claim 11, Bernardo discloses a computer apparatus programmed with a routine set of instructions stored in a fixed medium, said apparatus comprising:

means for identifying a third party ("i. e, users") requesting; access to an electronic document authoring, development and distribution system(note abstract and see column 2 lines 40-65 and column 3 lines 17-42 and column 4 lines 49-67 and column 5-15 lines 1-67 and column 18 lines 3-45)
means for permitting restricted access to said third party to selected functions of said electronic document authoring development and distribution system (note abstract and see column 2 lines 40-65 and column 3 lines 17-42 and column 4 lines 49-67 and column 5-15 lines 1-67 and column 18 lines 3-45) and means for eliminating all access restrictions to said selected functions in said electronic document authoring development and distribution system which were imposed in said permitting step when said third party registers as a registered user of said electronic document authoring, development and distribution system. (note abstract and see column 2 lines 40-65 and column 3 lines 17-42 and column 4 lines 49-67 and column 5-15 lines 1-67 and column 18 lines 3-45).

3. Claims 2-10, 12-20, are rejected under 35 U.S.C. 103(a) as being unpatentable over Bernardo et al (Hereinafter Bernardo U.S. Patent No.6, 308, 188) in view of Perkowski U.S Patent 6, 625, 581,).

As per claim 3, Bernardo fail to explicitly teach wherein said accepting step comprises the steps of :
accepting credit-card information from said third party;
submitting said credit card information to a corresponding credit card authorization system and, retrieving payment authorization from said authorization system.

However Perkowski discloses as shown in FIG. 3A3, any Client Computer within the system hereof may be realized in the form of the Web-based multi-media kiosk, also designed for use as a "virtual sales agent" within retail shopping environments. As shown, the Web-based kioskcomprises: an ultra-compact housing capable of being supported upon a pair of support rods (35A), a vertical support surface (e.g. wall), a horizontal support surface (e.g. countertop), or supported from a ceiling or pedestal; an omnidirectional laser bar code symbol reader (e.g. Metrologic MS 6720 Laser Scanner) modified with handle, for reading UPC (and other types of) symbols printed on products,

brochures, documents and the like; an active-matrix LCD-type visual display screen for viewing product related information automatically displayed thereon in response to the entry of the UPC numbers scanned into the UPC Number Entry Window displayed on the client subsystem; a touch-screen type keyboard and pointing device for clicking on anchored links on Web pages, entering information into client subsystem during its use; audio-speakers for supporting multimedia Web-site that may be visited when using the client subsystem; a color or black/white printer for printer for printing out Web pages under consumer command during an information finding session using the system; a scanner support stand with Java GUIde flanges 41A and 41B, for Java GUI dably information receiving and supporting the scanner as shown in FIG. 3A3; a recoilable scanner cable, dispensed from cable cartridge and Java GUIded through hole in a scanner support bridge; a telephone handset and associated communication apparatus for making telephone calls over a public telecommunications switching network (PSTN) independent of the operation of the Web-browser of the kiosk; and a mag-stripe credit reader and associated credit transaction terminal for automatically dialing up consumer credit and like databases over the PSTN (or Internet) upon scanning mag-stripecredit through reader.(see column 35 lines 5-67 and column 36 lines 1-35).
Therefor it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the teachings of Bernardo to include accepting credit-card information from said third party, submitting said credit card information to a corresponding credit card authorization system and, retrieving payment authorization from said authorization system taught by Perkowski in order to provide a novel Internet-based electronic commerce (EC) enabled shopping system comprising an Internet information server connected to the infrastructure of the Internet and supporting the hypertext transmission protocol (http), a Web-enabled client subsystem connected to the infrastructure of the Internet, an EC-enabled WWW site comprising a plurality of interlinked HTML-encoded documents arranged and rendered to provide an electronic store environment when served to a consumer operating the Web-enabled client subsystem, wherein the electronic store environment presents a plurality of products for purchase and sale by an EC-enabled payment method supported over the Internet.

As per claim 2, Bernardo fail to explicitly teach wherein said permitting step comprises the steps of :
first disabling in said system all document saving functionality;
second disabling in said system all document copying functionality;
third disabling in said system all document downloading functionality; and, permitting access to said system subsequent to said first, second and third disabling steps.

However Bernardo discloses the features and options may include, for example, site areas, specific security features, enablement of distributed authorship with the ability to specify approved content authors and content approvers, the specification workflow/approval procedures, enablement of automatic workflow routing, and a graphical design center with a plurality of predetermined user selectable features. (see column 3 lines 17-23).

Therefore it would have been obvious to one of ordinary skill in the art at the time the invention was made to that the teachings of Bernardo could have adapted to perform these functions of first disabling in said system all document saving functionality, second disabling in said system all document copying functionality, third disabling in said system all document downloading functionality and, permitting access to said system subsequent to said first, second and third disabling steps in order to limit access to certain features of the system.

As per claim 5, Bernardo fail to explicitly teach wherein said removing step comprises the first enabling in said system all document saving functionality;
second enabling in said system all document copying functionality, third enabling in said system all document downloading functionality; and, permitting access to said system subsequent to said first, second and third enabling steps.

However Bernardo discloses the features and options may include, for example, site areas, specific security features, enablement of distributed authorship with the ability to specify approved content authors and content approvers, the specification workflow/approval procedures, enablement of automatic workflow routing, and a graphical design center with a plurality of predetermined user selectable features. (see column 3 lines 17-23).

Therefore it would have been obvious to one of ordinary skill in the art at the time the invention was made to that the teachings of Bernardo could have adapted to perform these functions of first disabling in said system all document saving functionality, second disabling in said system all document copying functionality, third disabling in said system all document downloading functionality and, permitting access to said system subsequent to said first, second and third disabling steps in order to limit access to certain features of the system.

As per claim 6, Bernardo discloses further comprising the steps of : accepting a request from said registered user (see column 11 lines 36-49).

Bernardo fail to explicitly a unique URL, registering said unique URL on behalf of said registered user; and, associating said unique URL with a Web site commissioned by said registered user and posted for Internet viewing said system.

However Perkokski discloses present invention is to provide such a system with an number of different modes of operation, namely: a Manufacturer/Product Registration Mode, wherein manufacturers can register their companies and consumer products (e.g. UPC numbers and URLs) with the system; an UPN-Directed Information Access Mode, wherein consumers can access and display information menus containing UPC numbers linked to URIs pointing Web pages containing consumer product related information by scanning the UPC label on the consumer product or by entering the UPC. (see column 5 lines 49-67).

Therefore it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the teachings of Bernardo to include a unique URL, registering said unique URL on behalf of said registered user; and, associating said unique URL with a Web site commissioned by said registered user and posted for Internet viewing said system taught by Perkowski order to deliver consumer product related information to consumers within retail environments using the internet based servers and sales agents.

As per claim 7, Bernardo discloses further comprising the steps of : accepting a request from said registered user(see column 11 lines 36-49).

Bernardo fail to explicitly teach submit a URL associated with a Web site commissioned by said registered user to a plurality of Web search engines, retrieving a list of said Web search engines selected by said registered user, and, submitting said URL to each Web search engine contained in said list.

However Perkokski discloses the present invention is to provide such a system with an number of different modes of operation, namely: a Manufacturer/Product Registration Mode, wherein manufacturers can register their companies and consumer products (e.g. UPC numbers and URLs) with the system; an UPN-Directed Information Access Mode, wherein consumers can access and display information menus containing UPC numbers linked to URIs pointing Web pages containing consumer product related information by scanning the UPC label on the consumer product or by entering the UPC. (see column 5 lines 49-67).

Therefore it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the teachings of Bernardo to include a unique URL, registering said unique URL on behalf of said registered user; and, associating said unique URL with a Web site commissioned by said registered user and posted for Internet viewing said system taught by Perkowski order to deliver consumer product related information to consumers within retail environments using the internet based servers and sales agents.

As per claim 8, Bernard discloses further comprising the steps of : accepting electronic submissions of Web assets from said third party("i. e users") storing said accepted Web assets in a Web asset database; and, compensating said third party for subsequent distribution of said Web assets. (note abstract and see column 2 lines 40-65 and column 3 lines 17-42 and column 4 lines 49-67 and column 5-15 lines 1-67 and column 18 lines 3-45).

As per claim 9, Bernard discloses wherein said accepting step comprises the permitting an upload of said Web assets from said third party("i. e, users") screening said uploaded Web assets for marketable content; and accepting said 'screened uploaded Web assets for distribution on said system. (note abstract and see

column 2 lines 40-65 and column 3 lines 17-42 and column 4 lines 49-67 and column 5-15 lines 1-67 and column 18 lines 3-45).

As per claim 10, Bernard discloses wherein said compensating step comprises: for each Web asset used by a registered user in forming a Web page. (note abstract and see column 2 lines 40-65 and column 3 lines 17-42 and column 4 lines 49-67 and column 5-15 lines 1-67 and column 18 lines 3-45).

Bernard fail to explicitly teach crediting a credit card account of said third party author in compensation for said use by said registered user of said Web asset corresponding to said third party author.

However Perkowski discloses as shown in FIG. 3A3, any Client Computer within the system hereof may be realized in the form of the Web-based multi-media kiosk, also designed for use as a "virtual sales agent" within retail shopping environments. As shown, the Web-based kioskcomprises: an ultra-compact housing capable of being supported upon a pair of support rods (35A), a vertical support surface (e.g. wall), a horizontal support surface (e.g. countertop), or supported from a ceiling or pedestal; an omnidirectional laser bar code symbol reader (e.g. Metrologic MS 6720 Laser Scanner) modified with handle, for reading UPC (and other types of) symbols printed on products, brochures, documents and the like; an active-matrix LCD-type visual display screen for viewing product related information automatically displayed thereon in response to the entry of the UPC numbers scanned into the UPC Number Entry Window displayed on the client subsystem; a touch-screen type keyboard and pointing device for clicking on anchored links on Web pages, entering information into client subsystem during its use; audio-speakers for supporting multimedia Web-site that may be visited when using the client subsystem; a color or black/white printer for printer for printing out Web pages under consumer command during an information finding session using the system; a scanner support stand with Java GUIde flanges 41A and 41B, for Java GUI dably information receiving and supporting the scanner as shown in FIG. 3A3; a recoilable scanner cable, dispensed from cable cartridge and Java GUIded through hole in a scanner support bridge; a telephone handset and associated communication apparatus for making telephone calls over a public telecommunications switching network (PSTN)

independent of the operation of the Web-browser of the kiosk; and a mag-stripe credit reader and associated credit transaction terminal for automatically dialing up consumer credit and like databases over the PSTN (or Internet) upon scanning mag-stripecredit through reader.(see column 35 lines 5-67 and column 36 lines 1-35).
Therefor it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the teachings of Bernardo to include accepting credit-card information from said third party, submitting said credit card information to a corresponding credit card authorization system and, retrieving payment authorization from said authorization system taught by Perkowski in order to provide a novel Internet-based electronic commerce (EC) enabled shopping system comprising an Internet information server connected to the infrastructure of the Internet and supporting the hypertext transmission protocol (http), a Web-enabled client subsystem connected to the infrastructure of the Internet, an EC-enabled WWW site comprising a plurality of interlinked HTML-encoded documents arranged and rendered to provide an electronic store environment when served to a consumer operating the Web-enabled client subsystem, wherein the electronic store environment presents a plurality of products for purchase and sale by an EC-enabled payment method supported over the Internet.

As per claim 12, Bernardo fail to explicitly teach wherein said permitting step comprises the steps of :
first disabling in said system all document saving functionality;
second disabling in said system all document copying functionality;
third disabling in said system all document downloading functionality; and, permitting access to said system subsequent to said first, second and third disabling steps.

However Bernardo discloses the features and options may include, for example, site areas, specific security features, enablement of distributed authorship with the ability to specify approved content authors and content approvers, the specification workflow/approval procedures, enablement of automatic workflow routing, and a graphical design center with a plurality of predetermined user selectable features. (see column 3 lines 17-23).

Therefore it would have been obvious to one of ordinary skill in the art at the time the invention was made to that the teachings of Bernardo could have adapted to perform these functions of first disabling in said system all document saving functionality, second disabling in said system all document copying functionality, third disabling in said system all document downloading functionality and, permitting access to said system subsequent to said first, second and third disabling steps in order to limit access to certain features of the system.

As per claim 13, Bernardo discloses wherein said eliminating means comprises:

means for recognizing said third party ("i. e, users")as a registered user and, means for removing access restrictions to said system imposed on said registered third party by said permitting means. (note abstract and see column 2 lines 40-65 and column 3 lines 17-42 and column 4 lines 49-67 and column 5-15 lines 1-67 and column 18 lines 3-45).

Bernardo fail to explicitly teach means for accepting payment from said third party.

However Perkowski discloses as shown in FIG. 3A3, any Client Computer within the system hereof may be realized in the form of the Web-based multi-media kiosk, also designed for use as a "virtual sales agent" within retail shopping environments. As shown, the Web-based kioskcomprises: an ultra-compact housing capable of being supported upon a pair of support rods (35A), a vertical support surface (e.g. wall), a horizontal support surface (e.g. countertop), or supported from a ceiling or pedestal; an omnidirectional laser bar code symbol reader (e.g. Metrologic MS 6720 Laser Scanner) modified with handle, for reading UPC (and other types of) symbols printed on products, brochures, documents and the like; an active-matrix LCD-type visual display screen for viewing product related information automatically displayed thereon in response to the entry of the UPC numbers scanned into the UPC Number Entry Window displayed on the client subsystem; a touch-screen type keyboard and pointing device for clicking on anchored links on Web pages, entering information into client subsystem during its use; audio-speakers for supporting multimedia Web-site that may be visited when using the client subsystem; a color or black/white printer for printer for printing out Web pages under consumer command during an information finding session using the system; a

scanner support stand with Java GUIde flanges 41A and 41B, for Java GUI dably information receiving and supporting the scanner as shown in FIG. 3A3; a recoilable scanner cable, dispensed from cable cartridge and Java GUIded through hole in a scanner support bridge; a telephone handset and associated communication apparatus for making telephone calls over a public telecommunications switching network (PSTN) independent of the operation of the Web-browser of the kiosk; and a mag-stripe credit reader and associated credit transaction terminal for automatically dialing up consumer credit and like databases over the PSTN (or Internet) upon scanning mag-stripecredit through reader.(see column 35 lines 5-67 and column 36 lines 1-35).
Therefor it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the teachings of Bernardo to include means for accepting payment from said third party taught by Perkowski in order to provide a novel Internet-based electronic commerce (EC) enabled shopping system comprising an Internet information server connected to the infrastructure of the Internet and supporting the hypertext transmission protocol (http), a Web-enabled client subsystem connected to the infrastructure of the Internet, an EC-enabled WWW site comprising a plurality of interlinked HTML-encoded documents arranged and rendered to provide an electronic store environment when served to a consumer operating the Web-enabled client subsystem, wherein the electronic store environment presents a plurality of products for purchase and sale by an EC-enabled payment method supported over the Internet.

As per claim 14, , Bernardo fail to explicitly teach wherein said accepting means comprises:
means for accepting credit card information from said third party, means for submitting said credit card information to a corresponding credit card authorization system; and, means for retrieving payment authorization from said authorization system.
However Perkowski discloses as shown in FIG. 3A3, any Client Computer within the system hereof may be realized in the form of the Web-based multi-media kiosk, also designed for use as a "virtual sales agent" within retail shopping environments. As shown, the Web-based kioskcomprises: an ultra-compact housing capable of being supported upon a pair of support rods (35A), a vertical support surface (e.g. wall), a

horizontal support surface (e.g. countertop), or supported from a ceiling or pedestal; an omnidirectional laser bar code symbol reader (e.g. Metrologic MS 6720 Laser Scanner) modified with handle, for reading UPC (and other types of) symbols printed on products, brochures, documents and the like; an active-matrix LCD-type visual display screen for viewing product related information automatically displayed thereon in response to the entry of the UPC numbers scanned into the UPC Number Entry Window displayed on the client subsystem; a touch-screen type keyboard and pointing device for clicking on anchored links on Web pages, entering information into client subsystem during its use; audio-speakers for supporting multimedia Web-site that may be visited when using the client subsystem; a color or black/white printer for printer for printing out Web pages under consumer command during an information finding session using the system; a scanner support stand with Java GUIde flanges 41A and 41B, for Java GUI dably information receiving and supporting the scanner as shown in FIG. 3A3; a recoilable scanner cable, dispensed from cable cartridge and Java GUIded through hole in a scanner support bridge; a telephone handset and associated communication apparatus for making telephone calls over a public telecommunications switching network (PSTN) independent of the operation of the Web-browser of the kiosk; and a mag-stripe credit reader and associated credit transaction terminal for automatically dialing up consumer credit and like databases over the PSTN (or Internet) upon scanning mag-stripecredit through reader.(see column 35 lines 5-67 and column 36 lines 1-35).

Therefor it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the teachings of Bernardo to include means for accepting credit card information from said third party, means for submitting said credit card information to a corresponding credit card authorization system; and, means for retrieving payment authorization from said authorization systemtaught by Perkowski in order to provide a novel Internet-based electronic commerce (EC) enabled shopping system comprising an Internet information server connected to the infrastructure of the Internet and supporting the hypertext transmission protocol (http), a Web-enabled client subsystem connected to the infrastructure of the Internet, an EC-enabled WWW site comprising a plurality of interlinked HTML-encoded documents arranged and rendered

to provide an electronic store environment when served to a consumer operating the Web-enabled client subsystem, wherein the electronic store environment presents a plurality of products for purchase and sale by an EC-enabled payment method supported over the Internet.

As per claim 15, Bernardo fail to explicitly teach wherein said permitting step comprises the steps of :
first disabling in said system all document saving functionality;
second disabling in said system all document copying functionality;
third disabling in said system all document downloading functionality; and, permitting access to said system subsequent to said first, second and third disabling steps.

However Bernardo discloses the features and options may include, for example, site areas, specific security features, enablement of distributed authorship with the ability to specify approved content authors and content approvers, the specification workflow/approval procedures, enablement of automatic workflow routing, and a graphical design center with a plurality of predetermined user selectable features. (see column 3 lines 17-23).

Therefore it would have been obvious to one of ordinary skill in the art at the time the invention was made to that the teachings of Bernardo could have adapted to perform these functions of first disabling in said system all document saving functionality, second disabling in said system all document copying functionality, third disabling in said system all document downloading functionality and, permitting access to said system subsequent to said first, second and third disabling steps in order to limit access to certain features of the system.

As per claim 16, Bernardo discloses further comprising the steps of :
accepting a request from said registered user (see column 11 lines 36-49).

Bernardo fail to explicitly a unique URL, registering said unique URL on behalf of said registered user; and, associating said unique URL with a Web site commissioned by said registered user and posted for Internet viewing said system.

However Perkokski discloses present invention is to provide such a system with an number of different modes of operation, namely: a Manufacturer/Product Registration

Mode, wherein manufacturers can register their companies and consumer products (e.g. UPC numbers and URLs) with the system; an UPN-Directed Information Access Mode, wherein consumers can access and display information menus containing UPC numbers linked to URIs pointing Web pages containing consumer product related information by scanning the UPC label on the consumer product or by entering the UPC. (see column 5 lines 49-67).

Therefore it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the teachings of Bernardo to include a unique URL, registering said unique URL on behalf of said registered user; and, associating said unique URL with a Web site commissioned by said registered user and posted for Internet viewing said system taught by Perkowski order to deliver consumer product related information to consumers within retail environments using the internet based servers and sales agents.

As per claim 17, Bernardo discloses further comprising the steps of : accepting a request from said registered user(see column 11 lines 36-49).

Bernardo fail to explicitly teach submit a URL associated with a Web site commissioned by said registered user to a plurality of Web search engines, retrieving a list of said Web search engines selected by said registered user, and, submitting said URL to each Web search engine contained in said list.

However Perkokski discloses the present invention is to provide such a system with an number of different modes of operation, namely: a Manufacturer/Product Registration Mode, wherein manufacturers can register their companies and consumer products (e.g. UPC numbers and URLs) with the system; an UPN-Directed Information Access Mode, wherein consumers can access and display information menus containing UPC numbers linked to URIs pointing Web pages containing consumer product related information by scanning the UPC label on the consumer product or by entering the UPC. (see column 5 lines 49-67).

Therefore it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the teachings of Bernardo to include a unique URL, registering said unique URL on behalf of said registered user; and, associating said

unique URL with a Web site commissioned by said registered user and posted for Internet viewing said system taught by Perkowski order to deliver consumer product related information to consumers within retail environments using the internet based servers and sales agents.

As per claim 18, Bernardo discloses further comprising:
means for accepting electronic submissions of Web assets from said third ' party ;
means for storing said accepted Web assets in a Web asset database; and,
means for compensating said third party for subsequent distribution of said Web assets. (note abstract and see column 2 lines 40-65 and column 3 lines 17-42 and column 4 lines 49-67 and column 5-15 lines 1-67 and column 18 lines 3-45).

As per claim 19, Bernardo discloses wherein said accepting means comprises:
means for permitting an upload of said Web assets from said third party;
means for screening said uploaded Web assets for marketable content; and, means for accepting said screened uploaded Web assets for distribution on said system. (note abstract and see column 2 lines 40-65 and column 3 lines 17-42 and column 4 lines 49-67 and column 5-15 lines 1-67 and column 18 lines 3-45).

As per claim 20, Bernard discloses wherein said compensating step comprises:
for each Web asset used by a registered user in forming a Web page. (note abstract and see column 2 lines 40-65 and column 3 lines 17-42 and column 4 lines 49-67 and column 5-15 lines 1-67 and column 18 lines 3-45).
Bernard fail to explicitly teach crediting a credit card account of said third party author in compensation for said use by said registered user of said Web asset corresponding to said third party author.

However Perkowski discloses as shown in FIG. 3A3, any Client Computer within the system hereof may be realized in the form of the Web-based multi-media kiosk, also designed for use as a "virtual sales agent" within retail shopping environments. As shown, the Web-based kioskcomprises: an ultra-compact housing capable of being supported upon a pair of support rods (35A), a vertical support surface (e.g. wall), a horizontal support surface (e.g. countertop), or supported from a ceiling or pedestal; an omnidirectional laser bar code symbol reader (e.g. Metrologic MS 6720 Laser Scanner)

modified with handle, for reading UPC (and other types of) symbols printed on products, brochures, documents and the like; an active-matrix LCD-type visual display screen for viewing product related information automatically displayed thereon in response to the entry of the UPC numbers scanned into the UPC Number Entry Window displayed on the client subsystem; a touch-screen type keyboard and pointing device for clicking on anchored links on Web pages, entering information into client subsystem during its use; audio-speakers for supporting multimedia Web-site that may be visited when using the client subsystem; a color or black/white printer for printer for printing out Web pages under consumer command during an information finding session using the system; a scanner support stand with Java GUIde flanges 41A and 41B, for Java GUI dably information receiving and supporting the scanner as shown in FIG. 3A3; a recoilable scanner cable, dispensed from cable cartridge and Java GUIded through hole in a scanner support bridge; a telephone handset and associated communication apparatus for making telephone calls over a public telecommunications switching network (PSTN) independent of the operation of the Web-browser of the kiosk; and a mag-stripe credit reader and associated credit transaction terminal for automatically dialing up consumer credit and like databases over the PSTN (or Internet) upon scanning mag-stripecredit through reader.(see column 35 lines 5-67 and column 36 lines 1-35).
Therefor it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the teachings of Bernardo to include crediting a credit card account of said third party author in compensation for said use by said registered user of said Web asset corresponding to said third party author taught by Perkowski in order to provide a novel Internet-based electronic commerce (EC) enabled shopping system comprising an Internet information server connected to the infrastructure of the Internet and supporting the hypertext transmission protocol (http), a Web-enabled client subsystem connected to the infrastructure of the Internet, an EC-enabled WWW site comprising a plurality of interlinked HTML-encoded documents arranged and rendered to provide an electronic store environment when served to a consumer operating the Web-enabled client subsystem, wherein the electronic store environment presents a

plurality of products for purchase and sale by an EC-enabled payment method supported over the Internet.

Conclusion

Response to Arguments

4. Applicant's arguments files on 09/24/2006 have been fully considered but they are moot in view of new grounds of rejections.

Any inquiry concerning this communication from the examiner should be directed to Clement Graham at (703) 305-1874. The examiner can normally be reached on Monday, Tuesday, and Wednesday from 5:30AM. to 6:OOPM.

5. If any attempt to reach the examiner by telephone is unsuccessful, the examiner's supervisor, Hyung S. Sough can be reached on (703) 305-0505.

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Dec 03, 2006

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